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# IDEAS about 4-H Clubs and YMW

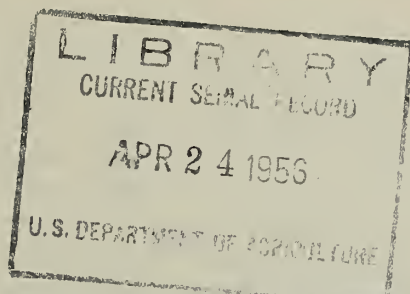
Extension Service, U. S. Department of Agriculture



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No. 14

January 18, 1955

Washington 25, D. C.

Dear Coworker:

## SECRETARY BENSON AT OUR ANNUAL EXTENSION CONFERENCE

Words of wisdom and encouragement were spoken to members of the Federal Extension staff by Secretary Ezra Taft Benson on January 5, 1955. Secretary Benson discussed the challenge of "Teamwork - A Golden Rule". He reviewed first the challenge given to the Federal Extension Service under the jointly developed proposed revision of the 1914 Memorandum of Understanding between the Department and the State Colleges. This includes:

- "(1) Responsibility for administering the Smith-Lever Act;
- (2) Primary responsibility for the leadership in all educational programs of the Department except the Graduate School;
- (3) Responsibility for coordination of all educational phases of other programs of the Department except the Graduate School; and
- (4) Act as liaison between the Department and the colleges on all matters relating to Extension work and related educational activities."

After citing and reviewing challenges to Extension to aid in closing the gap between research and adoption of practices through the "Farm and Home Unit Approach" the Secretary gave special words of encouragement for Extension work with youth as follows:

"Perhaps our greatest challenge is with youth, and the results can be most rewarding. Much of our farm progress today is being made by farm people who had the benefit of your 4-H and other farm youth programs. It was difficult enough to get started in farming when you and I were among the teenagers. It is far more difficult today when so much cash investment, technical skill, and management ability are required."

EXTENSION SUBCOMMITTEE ON 4-H CLUB WORK

For 1955 the Extension Subcommittee on 4-H Club Work includes the following membership:

Leon Clayton, Chairman, State Boys' 4-H Club Agent, South Carolina  
Ima Crisman, Secretary, Assistant State 4-H Club Leader, South Dakota  
C. O. Youngstrom, Associate Director, Idaho  
Maude Wallace, Assistant Director, Home Demonstration Work, Virginia  
Henry M. Hansen, Associate Director, Connecticut  
Allen L. Baker, State Club Leader, Pennsylvania  
Fae Roark, Associate State Club Agent, Louisiana  
Edwin I. Pilchard, in charge, 4-H Club Work in Agriculture, Illinois  
Audrey Sandstead, Assistant State 4-H Club Leader, Colorado  
E. W. Aiton, Director, 4-H Club and YMW Programs, USDA  
C. C. Lang, Associate Leader, 4-H Club and YMW Programs, USDA

We were delighted to spend part of a day on future plans with Leon Clayton, Chairman, while he was in Washington for the 4-H movie premiere, January 11. Next meeting of the Subcommittee will be here in Washington during National 4-H Club Week. The group will participate at that time in "The 4-H Report to the Nation" by the six National 4-H Leadership, Citizenship, and Achievement Awards winners.

NATIONAL 4-H CLUB WEEK - March 5 to 13

May we summarize for you some of the plans, now in the making, that may supplement the important ones that you are working out for your own State:

1. Announcement and congratulations to members and leaders.
2. Fact Sheet for press use.
3. Collection of suggestions for county staff members, containing summaries of successful ideas used by certain counties plus some cut line drawings for letters and other program ideas.
4. Stickers, mats, and other helps - being made available by the National Committee on Boys and Girls Club Work, Chicago.
5. Poster supplied by Coats and Clark - most attractive.
6. Radio, TV and press contacts, being arranged by our Division of Information Programs.
7. National 4-H Club News - good ideas in several issues.
8. Program being arranged for the six delegates who will be in Washington to make, personally, a report to the Nation.

Certain States have indicated their plans for making 4-H Week a part of their own Golden Anniversary or other observances. This is a commendable arrangement.



### SUMMARY OF 4-H WEEK INFORMATION ACTIVITIES

Those of you who answered our request for county write-ups on 1954 activities to call attention to 4-H Club Week, helped immensely. But you sent in so much good material that you made the selection job hard. It wasn't easy to decide what to include and what to omit, and whether to take excerpts from many county summaries or to include all of only a few.

We finally decided to pass along a collection of several complete 4-H Week programs - from planning through carrying out - because we felt these would give you the complete picture of many activities in relation to each other and could easily be adapted for your purposes.

In choosing, we took two representative summaries from each of the four regions. Copies of these "Examples of Effective County Information Programs for National 4-H Club Week" are attached with this issue of IDEAS for all State and Assistant State Leaders.

If time had permitted, we would have made excerpts from the other fine summaries to add to this collection. But since this was impossible, we'll have many more uses for the remaining material, and sooner or later you will be receiving more good suggestions from it in some form.

### EARLY PLANS FOR NATIONAL CAMP

The 1955 event will be suitably observed as the Twenty-fifth Anniversary Camp. It has been held annually since 1927, except for the brief interlude during the war years.

Tentative plans, developed and approved at the November meeting of the Subcommittee on 4-H Club Work, are to prominently feature former Campers, in three ways:

1. Feature former campers as program participants and resource persons.
2. Invite former campers and their families to be special guests at one or more special camp programs. This will require your cooperation in finding current addresses of former campers in your State. It is recognized that probably only a small proportion of these people could come to Washington for a reunion of this type, but a special invitation would still be a recognition of them.

Very shortly, a list of all former campers will be sent to you.

3. Use the anniversary theme for announcement, program, souvenirs, exhibits and information releases.

For the leaders' program a major feature, started first in 1954, will be important discussion of 4-H program plans, problems, and ideas by the Development Committees of the Extension Subcommittee on 4-H Club Work. Nine of these committees have requested authorization for meetings during National Camp. Retiring Chairman, Burton Hutton and 1955 Chairman, Leon Clayton, are working hard on clearance and approval. They will soon announce the firm list of Development Committee meetings approved for 1955 National 4-H Camp, but the tentative list of eight approvals includes: Citizenship, Clothing, Health, Forestry, Home Management, National Events, Soil and Water Conservation, Uniforms and Supplies.

States will wish to consider this proposed list of development committee meetings when choosing staff members to attend National Camp this year. It is the Subcommittee's hope and recommendation that whenever possible, arrangement be made for the regular committee members to attend but, of course, alternates will be welcomed where this is not possible.

#### NEW 4-H FILM - "THE TOWN THAT CAME BACK"

On January 11, 1955, a premiere showing and breakfast was held here by the Ford Motor Company to launch the new 28½ minute sound and color 4-H film entitled "The Town That Came Back." Many of you saw this film previewed during National 4-H Club Congress, December 1. It has now been titled and improvements have been made in the final scenes. Ready now for educational uses-including TV, 4-H meetings, and general distribution-it is available on either a short-time loan basis or for purchase from local dealers or from Ford Film libraries at:

15 E. 53rd Street  
New York 22, New York

16400 Michigan Avenue  
Dearborn, Michigan

1500 So. 26th Street  
Richmond, California

The premiere showing at the Statler Hotel was an inspiring event. Secretary Benson, who saw it at Chicago, introduced the film. Thirteen Senators and Congressmen, agricultural and home economics leaders, educators, and Government officials attended and were strong in their praise. Its best use will be for general adult audiences. We are grateful to Ford Motor Company for their unusually fine cooperation in producing this film for the Extension Service.

A copy of the Breakfast Premiere is enclosed for State Club Leaders.

#### DISTRIBUTION PLAN FOR NEW FILMSTRIP

USDA

Very shortly, you will receive one copy of the new/filmstrip "Tooling Up for the Job." Because of the nature of this filmstrip, it is being sent to the State Club Leader rather than to the Extension Editor, which is the usual procedure. Additional prints are available immediately for your order at \$4 each. Orders should be sent direct to: Photo Lab. Inc., 3825 Georgia Avenue, N.W., Washington, D. C., and checks should be made payable to that firm.

We have had superb cooperation from staff members in the Division of Information Programs and from other persons concerned with the production. They all realize that States have many training opportunities in the early months of the year when this tool would be most useful.



"IN TUNE" WITH INFORMATION

Staff members in our division and those in Division of Information Programs had a very satisfying experience in making plans for joint operations to further Extension youth programs during the year. This is the same type of meeting we found so helpful about a year ago. It was an opportunity to pool ideas about assignments, relationships among ourselves and with supporting groups, ideas for 4-H events, and production of printed materials and visual aids. For all of us, this adds up to the secure feeling that the team approach will be carried out.

EXPLORATORY MEETING TO DISCUSS FIELD CROPS

An informal meeting was held recently with representatives of the new donor organization in the field crops program. Ty Thompson of the National Committee, several members of the Extension staff, and other USDA personnel, all shared ideas about where progress can be made.

REGIONAL MEETING FOR CENTRAL AREA

April 20-22 are the dates for the conference of Directors and State 4-H Club Leaders at Lincoln, Nebraska. J. Harold Johnson, Wes Antes and A. G. Kettunen are program committee members working with the Directors' committee.

LEADERSHIP TRAINING SCHOOL

George Foster will again participate in the Annual Leadership Training School of the American Farm Bureau Federation. He will direct an interest group in "Effective Speaking for Rural Young People." The school is scheduled, this year, for Madison, Wisconsin from February 27 to March 2.

SAFETY PLEDGE

Safety delegates at the National 4-H Club Congress sent to President Eisenhower a pledge of their wholehearted support of Safe Driving Day. In expressing the President's gratification at receiving it, Sherman Adams said in part, "Please convey to all of the young people an assurance of the President's sincere appreciation."

#### ADDITIONAL CALENDAR AUTHORIZATION

One new authorization has been added to the list of approved 4-H Calendars. We sent you a list of earlier authorizations on March 5, 1954. The Secretary of Agriculture has now authorized the Custom Calendar Company of Atlanta, Georgia, to publish and sell a 4-H calendar on the same general standards of attractiveness, distribution policy, and purpose as other National 4-H calendars. Miss Elizabeth Copeland, president of the company, has agreed that sales will be attempted in a State only after approval by the State Extension Service and in a county only after discussion with the county Extension staff. As with other existing authorizations, this one expires at the end of the 1957 calendar hang-up year.

Arrangements were completed after long and full discussion with Miss Copeland. We welcome her company to the 4-H family as a supporting friend and anticipate her relations with you will be pleasant.

#### ON THE SPIRITUAL SIDE

Many of you have commented to us about the fine ideas incorporated in the resolutions of the National Catholic Rural Life Conference, held in October. May we include for all of you a brief quote concerning rural youth:

"The 4-H, the FFA, the FHA, the rural Boy and Girl Scouts and other youth organizations have social, cultural, and wholesome recreational features, as well as programs suited to the practical needs of education of rural youth. Included in these programs is the practical training in the arts and crafts, in the proper use of the land, in animal husbandry, in crops, in marketing, and in other practical techniques necessary for successful farming.

"There are deep spiritual values in the programs of these organizations which help in guiding the person, the family, and society toward the ultimate ends for which man was created, for which the family exists, and for which society was instituted."

#### NATIONAL BROTHERHOOD WEEK

May we alert you to National Brotherhood Week, slated February 20-26, under the general sponsorship of the National Conference of Christians and Jews. For 4-H Clubs, this may have significance both in home communities and abroad, considering our interest in understandings and activities of youth in other lands.

Program helps for the week's observance are available for those interested. Address your requests to: The National Conference of Christians and Jews, 381 Fourth Avenue, New York 16, New York.



### GROUP WORK INSTITUTE

The training opportunity provided by the Group Work Institute at Boston University, School of Social Work, March 21-25, might suit the needs of staff members who find it difficult to attend professional improvement courses in summer months. Courses are offered in basic administration, teenage trends, fundamentals of group work, and supervision of staff. Courses may be taken with or without academic credit.

Several Extension youth workers have taken advantage of this opportunity for training in past years.

### SPEAKER AVAILABLE FOR 4-H CLUB PROGRAMS

Those of you who were at National 4-H Club Camp, and who participated in the Beltsville tour, will remember Mr. Frank L. Teuton and his interesting illustrated talk and exhibit "New Things From Agricultural Research."

Many States have requested Mr. Teuton to appear on conference programs. This is just a reminder to all of you that he is available upon request. The only charge is reimbursement for his transportation. He is a very popular speaker to youth groups as well as adult meetings. Because of his heavy schedule, requests should be made well in advance of your meeting date. Arrangements may be made for his services by writing him as follows:

Mr. Frank L. Teuton, Information Officer  
Agricultural Research Service, U.S.D.A.  
Washington 25, D. C.

### NEW YOUTH EXCHANGE PROGRAM

The American Farm Bureau Federation is launching a Young Farmers' Exchange program in cooperation with Foreign Operations Administration. It expects to bring 200 young men to this country for an 11-month training program. To date, 37 countries of the 55 eligible have accepted the plan. Joe Betts of the Farm Bureau staff will be in charge of arrangements.

### JUNIOR POULTRY FACT FINDING CONFERENCE

The second annual Junior Poultry Fact Finding conference is scheduled for February 11 to 13 in Kansas City, Missouri. More than twenty States will have 4-H Club members participating in a program which includes city and industry tours, processing and marketing clinics, and a merchandising workshop. Ollie Gaebe of Illinois is chairman. This is a splendid example of an opportunity for youth to meet concurrently with adults on an educational activity.

## RECENT EVENTS WITH 4-H CLUB PARTICIPATION

### NATIONAL JUNIOR VEGETABLE GROWERS

Grant Snyder, chairman of the adult advisory committee of NJVGA, spent a day with our staff recently discussing matters of joint interest. Also participating in the conference were Dr. R. J. Haskell, Extension Horticulturalist; Russ Childress, Marketing Specialist; and Ralph Fulghum, representing the Division of Information Programs.

Among other things, Dr. Snyder reported on the recent convention of NJVGA in Cincinnati, their twentieth meeting. It was attended by nearly 400 young people and adult leaders from 32 States. The program centered about four phases, relating to:

|                                      |                         |
|--------------------------------------|-------------------------|
| Judging, grading, and identification | --- 51 teams            |
| Demonstrations                       | --- 54 in finals        |
| Production and marketing             | --- 1428 participants   |
| Soil fertility                       | --- 70 essays in finals |

Approximately 75 percent of the young people in NJVGA are 4-H'ers. An Extension horticulturalist serves as chairman in most of the participating States. You will remember reference to a meeting with Dr. Snyder with the Extension Subcommittee on 4-H Club Work last February. The minutes of the meeting stated in part: "Dr. Snyder and the N.J.V.G.A. were commended for the accomplishments of the past 20 years. The educational values to those participating were mentioned during the discussion. For those older 4-H Club members interested, continued cooperation was suggested in States where the program offered by N.J.V.G.A. fits into the State and county 4-H programs."

### CLUB GIRLS PARTICIPATE IN "MAKE IT YOURSELF WITH WOOL" EVENT

Many 4-H Club girls displayed attractive and economical costumes in the December event held in Salt Lake City, under the direction of the Women's Auxiliary of the National Wool Growers Association. Most of the participants came from Western States, with a few from Central and Southern areas. In addition to modeling their costumes, the girls participated in tours and other educational and social features. Winner in the junior division, ages 14 through 17, was a Colorado girl with a longtime 4-H record. Senior winner, ages 18 through 22, was a young Idaho matron who was a former dress revue delegate to the National 4-H Club Congress.

### FEDERAL INCOME TAX INSTRUCTION MANUAL FOR YOUTH

Enclosed is a copy of a new instruction booklet, IRS Publication No. 22, for training rural young people in how to compute and report Federal income taxes. It was developed by the Internal Revenue Service, with assistance from the U. S. Department of Agriculture. In addition, we are enclosing copies of a manual for a general course which might precede Publication 22 and a Student's Handbook in the packet for State 4-H Leaders only. Additional quantities are available for training purposes from the Internal Revenue Service. An order card is enclosed.



### HEALTH IN THE FOREGROUND

February 21-23, the Extension Health Education Specialists will convene at Madison, Wisconsin. The program includes a half-day session on 4-H Health.

February 24-26, the National Rural Health Conference will be held in Milwaukee, Wisconsin. 4-H Club members are scheduled for two sessions at this event. Two Minnesota 4-H Club members, George Rabehl and Donna Gauska, will be on a panel discussing farm and home safety. Wisconsin 4-H Club members, Robert Prielipp and Elaine Lukaszewski, will discuss family responsibility for health. Discussion leader is to be J. P. Schmidt.

May 1-7 is Mental Health Week. The National Association for Mental Health, in co-sponsorship with the National Institute of Mental Health of the United States Department of Health, Education, and Welfare, will again direct and coordinate the activity. On a State and local level the activities are usually coordinated by State and local mental health associations and other organizations concerned with this phase of health.

### ANNUAL JOINT 4-H STAFF CONFERENCE

On January 13 and 14 at Chicago, the staffs of the National Committee on Boys and Girls Club Work, National 4-H Club Foundation, and our division met and conferred for two days on current 4-H problems and emphasis. This annual meeting has done a great deal to clarify policies and to smooth the operation of regional and national programs, events and relationships. Place for the meeting rotates between Chicago and Washington, D. C. Our sincere thanks to G. L. Noble and staff for their wonderful hospitality this year.

### MISSISSIPPI SURVEY

Attitudes of rural school children toward several food production and canning activities were recently studied by the Mississippi Experiment Station. 4-H Club members and nonmembers were included in the study. It is interesting to note that the young people who performed an activity were usually favorable toward it. Little difference occurred in attitudes of 4-H Club members and non-members toward popular activities, but the members were more favorable toward less popular activities.

A quote from the summary of this study has significance for the future planning of 4-H food projects.

"This study points to the importance of parents and educators seeking ways and means of providing fun and interest in connection with these production activities. It also points to the need for minimizing as much as possible hard and unpleasant features in such activities. This study shows the importance of rural boys and girls being given opportunities for performing tasks to which they are unaccustomed, those involving the learning of new skills as well as those ordinarily considered suitable for children of their particular age and sex. It shows the role of the 4-H Club in generating more favorable attitudes for less popular production activities."



## BOOKS, PAMPHLETS, FILMS, OTHER TOOLS

"The Goal of our Foreign Policy" (copy enclosed) is the text of the address given by Honorable John Foster Dulles to the Club Congress group. This booklet is available to us through the courtesy of the Department of State. Also included are copies of Department of State publications "Your Opinion Counts," "How Foreign Policy Is Made" and "A Message for America."

## Report of Agricultural Trade Missions

This is a report to the Secretary of Agriculture on foreign trade of the United States in agricultural products. (A copy is enclosed for State Club Leaders.)

"The 4-H Way", Cornell 4-H Club bulletin No. 83, has very recently been brought up to date. It is a compilation of essays written by Al Hoefer as editorials appearing in the State publication, "4-Haps." These essays are full of inspiration and set forth Al's tested philosophy of 4-H Club work.

"Farm Bureau Young People's Programs" is a splendid new bulletin called to our attention by Warren Newberry of the American Farm Bureau Federation. Sorry we do not have a copy to enclose for each of you, at this time.

"Leader's Guide", recently revised and reissued by the Division of Youth Services of the American Jewish Committee, aims to help volunteer leaders with understanding about human relations. One of the interesting parts of the booklet is the resource section which lists pamphlets, films, and other program aids. A nominal charge is made for the publication. The mailing address is 386 Fourth Avenue, New York 16.

Have you had the new listing of "Health Education Materials", a publication of the National Dairy Council? This revised catalog of booklets, posters, charts and visual aids was printed last June.

Recently, our staff previewed the film "It's All in Knowing How", (page 28 of above catalog). We like the challenging way this new film handles nutrition habits of teen-age young people.

The Science Films series has five pictures which show the wonders of nature clearly and relate them to Biblical truth. They are 16 mm. color and sound. Time varies from 37 to 46 minutes. More information, including rental fees, is available from the Film Department, Moody Bible Institute, 820 North LaSalle Street, Chicago.

"Straight Furrows", a new book about 4-H by Clyde H. Duncan, is interwoven with a genial "homespun" philosophy that catches some of the deep meanings of the program. The first-hand feeling is a reality. The author speaks from his own experiences as an Arkansas 4-H Club member, later an honorary member of 4-H in Oklahoma. He is currently editor of a farm paper and farm editor of a large newspaper. The book is printed by the University of New Mexico press.

### Visuals Available

Several visual aids relating to clothing have recently been previewed by our staff including Miss Alice Linn. One series includes five color filmstrips on wool. These filmstrips contain helpful information on wool fiber and fabric facts, specialty fibers, wool clothing construction and care. Each filmstrip is accompanied by a teachers' guide. These may be secured, possibly at a fee, from The Wool Bureau, Inc., 16 West 46th Street, New York 36, N. Y. "Fashion Is Fit", a color Filmstrip geared to teenagers, emphasises the importance of selecting the right pattern for the age and build of the wearer.

### SHARING SOME OF THE GOOD IDEAS FROM THE STATES

#### CONNECTICUT - An Anniversary

Few States can report a continuous 4-H activity comparable to the 30th Annual 4-H Home Egg Laying Contest. The program has been conducted annually since 1924. In that year, the average production was 156 eggs per bird. A gradual increase to a new high in '54, has led to an average of 233 eggs per hen, demonstrating that 4-H poultry club members in the State are "making their best better."

#### IDAHO - Boy Scouts named as Friend-of-4-H

At the district recognition banquet, the Cache Valley Council, Boy Scouts of America, was named to receive the 1954 Friendship Award plaque. The Franklin County 4-H Club Committee, who made the nomination, cited examples of cooperative efforts and active friendship over a long period of years.

#### INDIANA - Committee Recognition Nutrition Helps

A local 4-H committee recognition card, approved recently by the 4-H policy committee, is now available for county use. The plan is for the cards to be presented at a public meeting by the Extension agent or 4-H Club leader.

Subject-matter specialists are giving special attention to visual aid materials in the nutrition field. "Food Becomes You" is the title of one of these, a new flannelgraph skit. 4-H demonstration skits and flannelgraphs are available on five different subjects.

#### IOWA - Winter Camping

Something new in the Iowa programs is winter camping. Facilities at the new State 4-H Camping Center now make this possible. 4-H, older youth, and other groups are eligible to use the facilities from November to May for this purpose.

#### NEW YORK - New Promotion Leaflet

Boys and girls of New York State will be motivated to enroll for 4-H when they receive "The 4-H Way and You." This attractive, concise leaflet carries essential information and is well illustrated. A good job, New York.



OREGON - New Award for 10-Year Members

The Oregon 4-H Club Leaders' association saw a need and helped meet it. They felt 10-year members should be recognized with something that would have real significance. They asked older 4-H Club members in various parts of the State what they would prefer. The award developed is a gold key, an outline of the State, and a green 4-leaf clover, mounted in a gold necklace for girls and on a tie chain for boys. Cost of the preliminary design was financed by the leaders' association.

TENNESSEE - County Citizen's Committees

Twenty counties now have active County 4-H Citizens Committees supporting 4-H Club work. These committees are made up of willing citizens representing various forces that are vitally interested in rural youth. Each citizens' committee is also represented on the State 4-H Foundation, an organization set up to raise and administer a fund to support 4-H on a Statewide basis.

NEWS OF OUR COWORKERS

We are happy to join other Federal staff members in welcoming several new coworkers.

L. I. Jones, whose former responsibility was coordinator for the Grasslands Farming and Cotton Programs, and Jerry Huffman, recently with FOA in Paris and Rome, are now assigned to duty as Field Representatives with Administrator Ferguson's staff.

Phil Aylesworth becomes Assistant to the Administrator for program relations.

Miss Beatrice Frangquist, who is on loan from the Michigan Extension Service, is working with the Division of Home Economics Programs as Adviser on Extension Home Economics Programs.

The death of John W. Mitchell, National Leader of Negro Extension Work, was a shock and a great loss to all of us. He was in Baltimore, Maryland, hospitalized briefly for an operation from which he failed to recover.

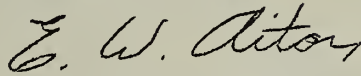
Out Minnesota way, folks are congratulating Bob Pinches, who has the new title of Assistant State Young Men and Women Leader.

Michigan has added Einer G. Olstrom to the youth staff with the title of Associate District Extension Supervisor, 4-H Club.



Seifrid P. Bruny has joined the Ohio Extension staff as Assistant State 4-H Club Leader.

Sincerely yours,

A handwritten signature in cursive script, reading "E. W. Aiton".

E. W. Aiton, Director  
Division of 4-H Club and YMW Programs

Associate Leaders:

Tena Bishop  
George Foster  
Mylo Downey  
C. C. Lang  
Fern Shipley

Enclosures.

